

Help Me Grow Washington 2021 Accomplishments



Help Me Grow Washington 2021 Accomplishments

Help Me Grow (HMG) is a community-driven, resource and referral linkage system that connects young children and their families to appropriate services and community supports. Parents, caregivers, early learning, health and other service providers can call, text, or email Help Me Grow and connect to caring people who are highly trained in child development. The resource navigators listen to families' needs and link them to the most appropriate services.

Help Me Grow Washington is supported by a collaborative of representatives from WithinReach, Washington State Department of Children, Youth, and Families, and many community partners. Washington became a Help Me Grow affiliate in 2010, and the Help Me Grow Washington network has grown rapidly in recent years.

By the end of 2021, the network included a statewide contact center that helps families across Washington navigate health and social service resources, as well as five sub-affiliate organizations that work to strengthen connections to local resources and provide localized support to families. Help Me Grow Washington continues to connect with organizations who are interested exploring how the Help Me Grow system model aligns with their communities.

From Jan-Dec 2021, Help Me Grow Washington responded to **16,424*** requests for support across Washington State



*County not specified for 49 requests

Help Me Grow Washington 2021 Accomplishments

Residents across Washington have continued to be deeply affected by the COVID-19 pandemic. In response, Help Me Grow Washington...



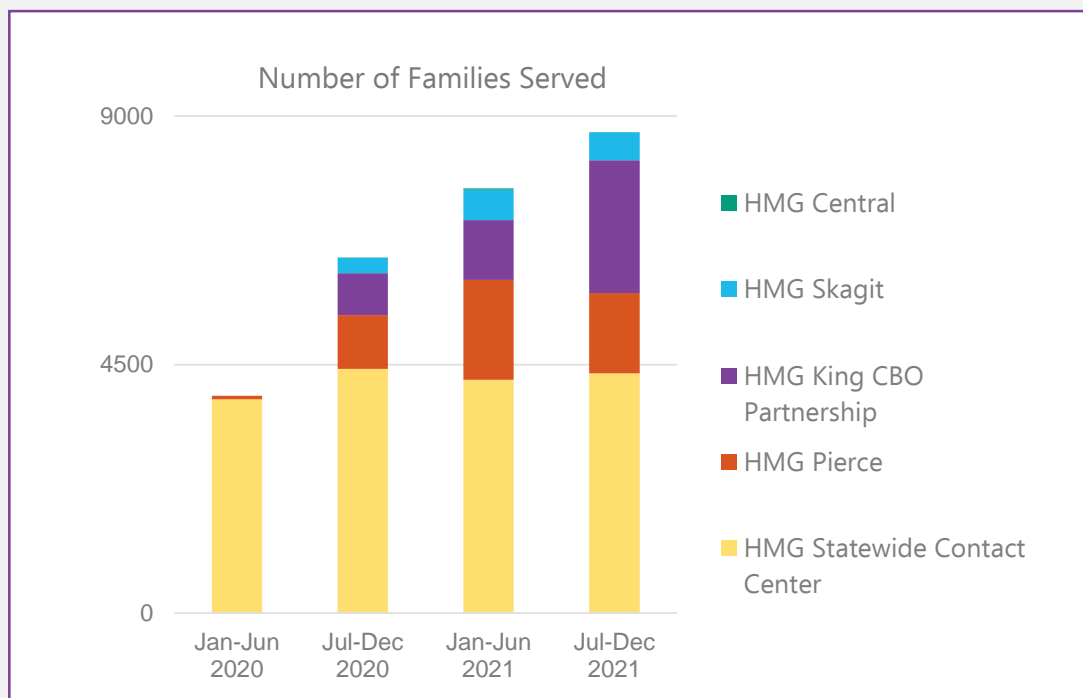
Staffed and managed a 12-person **COVID-19 Quarantine/Isolation Support Team** that connected over **1,300 families** to supplies and resources during their isolation or quarantine



Increased families served across King, Pierce, Skagit, and Yakima counties by piloting several new **Family Resource Navigation models**



Expanded Help Me Grow Washington's Coordinated Access network, which helped a **growing number of Washington families** access and navigate health and social services



Partnered to expand Diaper Bank Networks across Pierce and Skagit counties that collectively distributed...



391,074
Diapers



5,797
Packs of Wipes

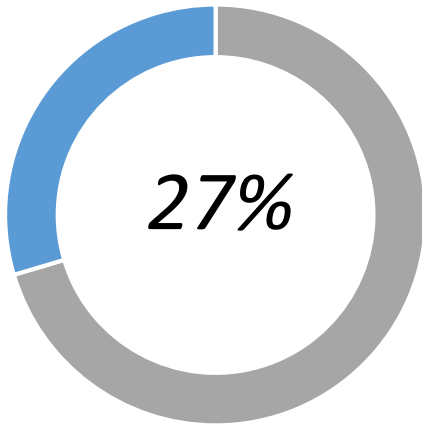


165
Cans of Formula

Help Me Grow Washington 2021 Accomplishments

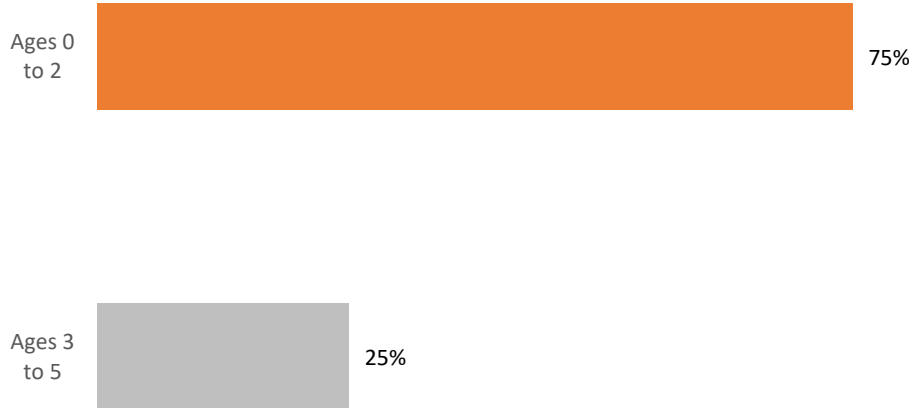
Help Me Grow Washington contact centers fulfilled **16,424** requests for support, serving **12,421** children and **1,315** pregnant people

Over **1 in 4** people preferred a language other than English*



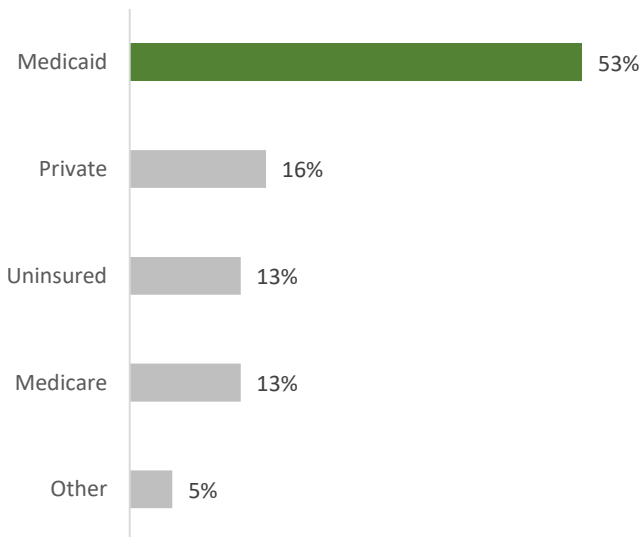
(n = 13,391) *Families that accessed Help Me Grow represented **44** different languages

Most children were **under age 3**



(n = 7,869)

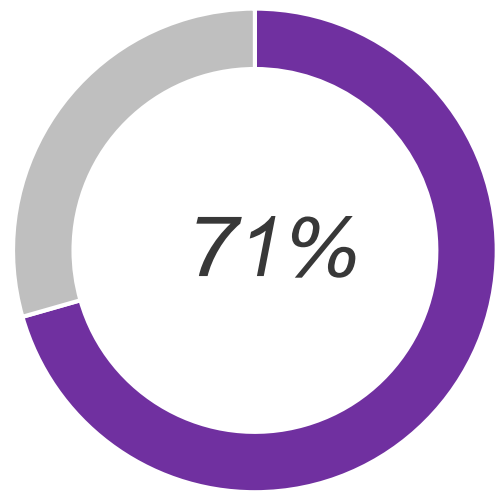
More than half of the people requesting support reported Medicaid as their insurance



(n = 5,977)

The majority of Help Me Grow clients identified their race or ethnicity as BIPOC*

*BIPOC = Black, Indigenous, or Person of Color

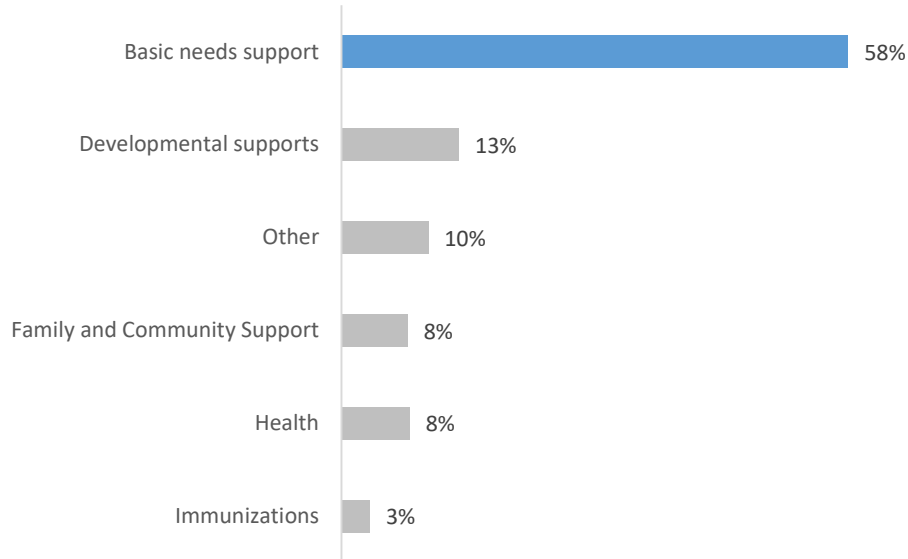


(n = 10,422) American Indian/Alaska Native (2%), Asian (9%), Black/African American (20%), Latinx (26%), Multiple races/ethnicities (7%), Native Hawaiian/Pacific Islander (3%), Other (4%), White (29%)

Help Me Grow Washington 2021 Accomplishments

Help Me Grow Washington provided 35,453 referrals

Basic needs support was the most common type of referral



(n=35,453) *Basic needs supports include food, WIC, financial, housing, or utility assistance, clothing, diapers, and transportation
**Other includes a wide variety of resources such as childcare, emergency assistance, legal services, and financial/employment services

Help Me Grow Washington continued to expand its resource and referral network



Provided **167** trainings to medical staff on developmental screening, linkage, and referral through Help Me Grow



Reached **6,836** individuals representing community agencies through Help Me Grow events and trainings



Met **16,736** parents and caregivers at events across Washington to promote Help Me Grow awareness and healthy child development

Help Me Grow Washington 2021 Accomplishments

HMG Washington also focused on strengthening systems development across Washington state. Our accomplishments include...



Published statewide **Help Me Grow WA messaging tool kit** that includes localized messaging about Help Me Grow WA as well as social media graphics and flyers in both English and Spanish



Helpmegrowwa.org website is now available in **6 languages**: Amharic, English, Russian, Somali, Spanish, and Vietnamese



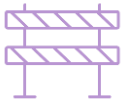
Gathered input on how to expand WithinReach's **resource directory** to better serve Help Me Grow WA staff, partners, and families. Partners want to be able to submit resources to the directory, and access the directory via helpmegrowwa.org



Help Me Grow Statewide contact center implemented a new **data system** that supports more flexible data collection and reporting and interoperability



Help Me Grow Statewide contact center expanded staffing **to better support the growing sub-affiliate network**



Help Me Grow Skagit focused on interviewing Spanish-speaking families to learn more about **barriers** to accessing local resources



Newest Help Me Grow sub-affiliate Northwest Early Learning Coalition focused on **building connections** between existing resource directories



Help Me Grow Central Washington added a bilingual Program Coordinator to provide **website and social media support**



Help Me Grow Statewide contact center and Pierce County launched **Plan of Safe Care referral pathways** to support babies exposed to substances and their caregivers



Help Me Grow King County focused on **greater collaboration** and cross-sector referrals between partners

Help Me Grow Washington 2021 Accomplishments

Pierce County

Central Washington

King County

Year Joined: 2018

Lead Agency: First 5 FUNdamentals

Year Joined: 2019

Lead Agency:
Yakima Valley Community Foundation

Year Joined: 2019

Lead Agency:
Public Health — Seattle & King County

Key Successes of 2021

- Launched the Plan of Safe Care referral pathway
- Increase in the number of non-English speaking callers
- Gained emergency relief funding to restock all diaper bank locations
- Awarded the Chamber of Commerce grant to support diaper banks long-term
- Family Connects, which provides postpartum nurse home visits, was expanded to offer support to all Plan of Safe Care families
- Added a bilingual Community Outreach Specialist
- Added a third Family Resource Navigator

- Formed new partnerships with the Yakima County Diaper Bank Network at Triumph and with Save the Children Action Network
- Developed the roles and framework of the Parent Leadership Council
- Attended the Help Me Grow National Forum
- Participated in community outreach events and reached nearly 300 families in the month of October alone
- Added a bilingual Program Coordinator to provide website and social media support
- Provided Help Me Grow trainings to healthcare providers

- Best Starts for Kids Levy was renewed, and the new implementation plan includes continued support for Help Me Grow King County
- Greater collaboration and cross-sector referrals between partners
- Expanded Help Me Grow access for families by convening the Help Me Grow King County collaborative Community Based Organization Partnership
- 98% of caregivers surveyed were satisfied with services in terms of language and culture match, feeling respected, and feeling confident about next steps

What's on the Horizon?

- Launching Baby Lounges via Family Connects (drop-in groups for parents of children ages 0-1), facilitated by a health care professional
- Add additional items to diaper banks more consistently
- Continue to raise community awareness about perinatal mental health needs
- Cultivate relationships with the Puyallup Tribe to determine ways to best provide support through Help Me Grow and Family Connects
- Expand provider diversity, increase language access, and contract with consistent translators for the Family Connects services

- Have a running Help Me Grow/ Ayúdame a Crecer Central WA web page on the early learning coalition's website to provide information about Help Me Grow to caregivers and parents
- Reserved three one-hour radio slots on Hispanic radio station Radio KDNA from January through March 2022 to promote Help Me Grow
- Focus on the Parent Leadership Council to recruit and train parents

- Best Starts is focused on fine tuning the system aspects of Help Me Grow King County and will be inviting partners to participate in a new request for proposals process in August of 2022
- Continuing to build the Help Me Grow King County Collaborative Community Based Organization Partnership

Help Me Grow Washington 2021 Accomplishments

Skagit County

Northwest Early Learning Coalition

Year joined: 2020

Lead Agency: [United General District 304](#)

Year joined: 2021

Lead Agency: [First 5 FUNdamentals](#)

Key Successes of 2021

- The Children's Council developed a structure for Help Me Grow Action Team meetings
- Hired a local Family Resource Navigator
- Developed new marketing materials and have begun to distribute these to partner organizations throughout Skagit
- Hosted a Family Palooza To-Go event in partnership with local food banks to promote Help Me Grow to families
- Convened a monthly Help Me Grow-Family Resource Center Advisory Panel
- Focused on interviewing Spanish-speaking families to learn more about barriers to accessing local resources
- Hosted an organizational Meet & Greet and shared information about the Help Me Grow model in Skagit County
- The Family Resource Center, Welcome Baby and the Family Resource Navigator developed a plan for referral pathways for families
- A Physician Champion was brought on board to support child health outreach work

- Local early learning coalitions and county partners engaged in exploratory conversations around Help Me Grow component design and activities
- Expanded key Help Me Grow partnerships
- Established Equity Workgroup/Action Team
- Restructured website content to include Help Me Grow Sub-Affiliate messaging and branding
- Snohomish and Whatcom Counties collaborated with local organizations focused on services for immigrants and refugees to develop culturally appropriate outreach strategies
- The Whatcom County team worked with the SEAS (Single Entry Access to Services) line to expand perinatal resource integration and contracted with Open Referral to explore options for a county-wide resource directory

What's on the Horizon?

- Equity team is working on local trainings for partners
- Expanding work with physicians which includes piloting the Help Me Grow referral form
- Expanding community outreach efforts through social media, radio, and posters
- Continuing to grow local Action Teams
- Leveraging relationships with neighboring counties that have joined the Help Me Grow WA network to enhance local equity and advocacy efforts

- Whatcom County will kick off a local Parent Leadership Training Institute pilot
- Island and San Juan Counties will participate in a resource directory project cohort
- Snohomish County will continue to work with Refugee and Immigrant Services NW to gather community feedback
- Island County will house the Child Care Collaborative Task Force and build on local recommendations to improve access to high-quality childcare
- Conducting asset and network mapping across the region to identify opportunities to grow partnerships and strengthen resource coordination
- Coordinating a region-wide fundraising campaign to grow capacity for regional and local Help Me Grow coordination and implementation

Help Me Grow Washington 2021 Accomplishments

Help Me Grow Washington is grateful to all of the partners who contributed data, expertise, funding, and time to make this report possible:

◆ Children's Village ◆ First 5 FUNdamentals

Public Health Seattle and King County - Help Me Grow / Best Starts for Kids

Skagit County Public Health ◆ Tacoma Pierce County Health Department

United General District 304 – Children's Council ◆ Washington Communities for Children

Washington State Department of Children, Youth, and Families

WithinReach ◆ Yakima Valley Community Foundation

The thousands of caregivers who shared demographic data about themselves and their children, and the Family Resource Navigators, Specialists, and Care Coordinators who supported these families and took the time to document their work

